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WEST FRANKFORT'S Busy Main Street

In this issue

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RETAIL SHOPPING HABITS IN 3 TOWNS

EMPLOYMENT PATTERNS IN WEST FRANKFORT

MARKET SPECIALIST SURVEYS PRICE OUTLOOK FOR LIVESTOCK

By Walter J. Wills

One of the major sources of income to Southern Illinois farmers is the sale of livestock and livestock products (cattle, calves, hogs, sheep and lambs, wool, milk, cream, eggs and poultry). The movement of prices for these products during the remainder of 1956 materially affects the income of farmers in the area.

The prices of most of our agricultural products are more or less determined by nationwide factors. This discussion is primarily devoted to the national outlook for some of the animal commodities produced in Southern Illinois.

CATTLE

The number of cattle on feed in eight principal feeder cattle states on April 1 was eight per cent less than a year ago. Most of this decline was in lighter weight cattle. This indicates there should be a stronger market for finished cattle during the summer and fall months.

There are many indications that the volume of grass cattle for the fall market will be as large or possibly larger than a year ago. So prices for such cattle will probably weaken during the summer and fall months. Many of these grass cattle often move into corn belt feed lots. But many cattle feeders had small or negative feeding margins last year so will be reluctant to bid up for cattle this fall.

In conclusion, we will find the price differential between the lower grade (grass) and the higher grade (grain finished) cattle widening during the next few months. Last year the price spread was unusually narrow, but this year it should be more favorable.

HOGS

So far this year hog prices have been lower than a year ago. In December farmers indicated they were going to reduce spring farrowing (December to May) two per cent. A later survey indicated they may have reduced spring farrowings more than that. There probably also will be a smaller pig crop this fall than a year ago. Hog prices should strengthen seasonally until August, and then, as marketings increase, prices will decline. However, during

Dr. Wills, Professor of Agriculture at Southern Illinois University, is a native of Beecher City, Illinois. He received his undergraduate and graduate degrees from the University of Illinois, his doctoral dissertation being on "Problems of Marketing Livestock in Southern Illinois." He joined the SIU School of Agriculture faculty March 1, coming from Washington State College, Pullman, where he had been extension marketing specialist since 1953. He earlier had been an assistant professor at the University of Illinois for six years.

fall and winter months, prices should be higher than in 1955 because of a reduced supply.

SHEEP AND LAMBS

Recently spring lambs have been above \$27 per hundredweight. Normally, fat spring lambs reach a peak price in May and early June. Then, as marketings increase, prices decline. After this spring flurry, prices will probably drop back to approximately last year's level. Lambs should be finished enough to produce quality carcasses if they are to top the market.

POULTRY

This winter and spring egg prices have been somewhat higher than last year. This, along with lower feed prices, has made egg production more profitable so there has been an increase in chick placements for egg production. This may mean somewhat lower egg prices during the fall and winter of 1956-57 than in the past season.

For the past few months broiler placements have been running considerably above a year ago with farm prices 4 or 5 cents per pound lower than last year. Chick placements for broiler production continue much higher than a year ago, so any appreciable strengthening of the broiler market this summer appears doubtful.

There are relatively few turkeys grown in Southern Illinois. Light breed turkey placements have been running behind a year ago, while heavy bird placements have expanded quite rapidly. As a result, turkey production will probably exceed that of last year with correspondingly lower prices next fall.

DAIRY PRODUCTS

The price of milk and cream probably will be higher this year than a year ago, primarily as the result of government action raising the minimum support price of butter from 56.2 cents to 58.6 cents per pound and the price of manufactured milk products

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WEST FRANKFORT STUDY SHOWS WHERE PEOPLE WORK

This study is largely the work of students in the Geography Department of Southern Illinois University. It was initiated by William Sanders, a graduate student, but he was not able to complete it before leaving for further graduate study at Northwestern University. The field work was then taken up by a graduate class in field methods under the direction of Dr. Robert A. Harper who also wrote the report. The students in the class were: John Ariotto, Walter R. Bridges, Mei-Ling Hau, Nelson Leo, Andrew Patterson, and Lester Plotner.

The project as originally undertaken by Sanders was to make a survey of the employment structure of West Frankfort. Although the project finally included more than the employment study, only the employment portion will be covered here.

The help of the West Frankfort Chamber of Commerce in financing a questionnaire is gratefully acknowledged.

The original report has been condensed by the editors of the BUSINESS BULLETIN.

The field work for this study was carried out during the fall of 1955 and presents the employment situation in nine industry groups. They are:

Mining—including workers employed in coal and oil production.

Transport and public utilities—employed persons in all forms of transportation and privately owned utilities such as telephone, gas and electric, radio stations, and telegraph.

Government service—employees of city, county, state, and federal agencies.

Wholesale trade—employees of all types of wholesalers.

Services—employees of gasoline service stations, beauty and barber shops, and repair shops of all sorts.

Manufacturing—workers in manufacturing plants of all kinds from metal and clothing manufacture to bakeries, printing and publishing companies, and ice plants.

Retail trade—employees of all businesses engaged primarily in retail sale rather than repair or manufacture, including groceries, auto dealers, drug stores, and liquor stores.

Professional services—doctors, dentists, lawyers, real estate and insurance, churches, and labor unions.

Entertainment services—employees of hotels, motels, restaurants, cafes, drive-ins, taverns and lodges.

(Service in private households is not included.)

West Frankfort has suffered from the decline of the coal mining industry in recent years and the lack of new employment opportunities to absorb the unemployed. To find jobs many residents of the city now travel to nearby communities such as Johnston City, Benton, and Herrin. To cover this situation this

study reports employment in two ways: (1) by showing the employment of persons in West Frankfort, and (2) by indicating the employment of residents of West Frankfort. Almost 30 per cent of workers in West Frankfort commute to West Frankfort from other areas and almost 23 per cent of West Frankfort resident-workers commute to jobs in other towns.

The employment structure of West Frankfort industries is summarized in Table 1. Mining employs 34.4 per cent of those working in West Frankfort, but only 22.7 per cent of employed West Frankfort residents work in mining. On the other hand only 11.1 per cent of the employment in West Frankfort is in manufacturing, but manufacturing supports 18.9 per cent of all employed residents of West Frankfort.

TABLE 1
WEST FRANKFORT EMPLOYMENT, 1955

ECONOMIC ACTIVITY	Total Number Employed	No. of Residents of Total	No. of Employed of Total
Mining	1,041	34.4	625
Transport	220	7.3	217
Government	215	7.1	257
Wholesale	107	3.5	93
Service	287	9.5	290
Manufacturing	335	11.1	519
Retail Trade	524	17.3	457
Prof. Services	155	5.1	152
Entertainment	145	4.8	143
Total	3,029	100.0	2,753
			100.0

Also of significance are these figures: West Frankfort establishments employed 3,029 workers in 1955 but only 2,753 West Frankfort residents were employed either in the city or anywhere else.

Employment In Establishments

Table 2 shows in greater detail the employment picture in West Frankfort establishments. The 34.4 per cent of all jobs supplied by mining makes West Frankfort the second largest city in the United States with such a high proportion of total jobs in mining.

Second in importance is retailing. This is commonly the case in any city. Whether a community is a mining town, a manufacturing center, or is supported by some other industry, it is secondarily a trade center for its residents and for the surrounding rural area. With 17.3 per cent of employment in retailing, West Frankfort shows a somewhat higher proportion of employment in this activity than the average United States city of its size.

Most other employment categories are close to normal for a city the size of West Frankfort. Only in manufacturing does West Frankfort drop well

below the national average. In spite of the broad definition of manufacturing used here (bakeries, the newspaper, and the ice plant are included) only 11 per cent of West Frankfort employment is in manufacturing. A city is considered a manufacturing city when about 30 per cent of its employment is in that industry.

Although three-fourths of the workers in West Frankfort establishments are male, 45.2 per cent are employed in mining. Manufacturing offers employment to only 6.2 per cent of the men, so that retail trade (14.4 per cent), service establishments (10.5 per cent), and transportation (7.3 per cent), are all more important employers of men than manufacturing.

More women (193) are employed in manufacturing than men (142). Over half of all women work in either retail trade (26.2 per cent) or manufacturing (25.7 per cent).

Only 70.1 per cent of West Frankfort jobs are filled by West Frankfort residents. Over half (56.0 per cent) of all jobs in mining are filled by out-of-towners. Other activities which employ a large proportion of people from outside West Frankfort are wholesale trade (25.2 per cent) and manufacturing (23.9 per cent).

Employment Of Residents

Employment of residents of West Frankfort is shown in Table 3. Manufacturing is much more important to residents of West Frankfort than it is as a business in the city—18.9 per cent of working residents are employed in manufacturing. Thus, it is almost as important to the resident population of the city as is mining (22.7 per cent). Mining and retail trade (20.8 per cent) are the most important employers of the West Frankfort resident-workers who work in the city. Only 12.0 per cent of the jobs of West Frankfort resident-workers working in the city are in manufacturing—a figure comparing very

closely with the percentage of manufacturing employment in the establishments of the city (11.1 per cent).

Almost 20 per cent of West Frankfort resident workers commute to jobs in nearby towns. It is among these people that manufacturing is significant. Over 39 per cent of them travel to manufacturing jobs, mostly in the plants at Herrin and Ordill.

Mining is second in importance among those commuting from West Frankfort, comprising 30.0 per cent of all commuters from the city. Thus, manufacturing and mining together account for 70 per cent of all West Frankfort workers who commute to nearby places for jobs. Although there is some commuting in every employment classification, only government employment in addition to those already cited accounts for a significantly large number of commuters (10.8 per cent).

Some West Frankfort residents may be considered commuters in the sense that they work in a large metropolitan center but return to West Frankfort regularly and consider themselves residents of that city. Chicago and St. Louis are working places for many such "commuters," who, in all, account for 3 per cent of all employed workers from West Frankfort. Most of these (57.6 per cent) are employed in manufacturing.

The Commuting Situation

The figures on commuting cited to this point might indicate that a balance exists between those leaving the city to work and those coming to the city for jobs.

However, Table 4 shows that this is not true. A total of 906 workers are drawn to jobs in West Frankfort, but only 545 workers leave the city to find employment. Almost two-thirds (64.3 per cent) of the out-of-towners find employment in the mines. Actually, more workers come into the city to work

TABLE 2
EMPLOYMENT IN ESTABLISHMENTS, WEST FRANKFORT, 1955

ECONOMIC ACTIVITY	FIRMS		TOTAL		MALE		FEMALE		WEST FRANKFORT RESIDENTS		OTHER	
	Number	Per cent	Number	Per cent	Number	Per cent						
Mining	3	0.7	1,041	34.4	1,030	45.2	11	1.5	458	44.0	583	56.0
Transport	15	3.6	220	7.3	166	7.3	54	7.2	182	82.8	38	17.2
Government	16	3.8	215	7.1	115	5.4	100	13.3	185	86.0	30	14.0
Wholesale	26	6.2	107	3.5	94	4.1	13	1.7	80	74.8	27	25.2
Service	106	25.4	287	9.5	240	10.5	47	6.3	255	88.9	32	11.1
Manufacturing	18	4.3	335	11.1	142	6.2	193	25.7	255	76.1	80	23.9
Retail	130	31.2	524	17.3	327	14.4	197	26.2	442	84.4	82	15.6
Prof. Services	65	15.6	155	5.1	99	4.4	56	7.4	131	84.5	24	15.5
Entertainment	38	9.1	145	4.8	65	2.9	80	10.7	135	93.1	10	6.9
Total	417	100.0	3,029	100.0	2,278	100.0	751	100.0	2,123	70.1	906	29.7

TABLE 3
EMPLOYMENT OF WEST FRANKFORT RESIDENTS, 1955

CONOMIC ACTIVITY	WEST FRANKFORT RESIDENTS		WORKING IN WEST FRANKFORT		COMMUTING TO OTHER TOWNS		LIVE AWAY BUT ARE RESIDENTS	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
Mining	625	22.7	458	21.6	167	30.6	0	0
Transport	217	7.9	182	8.6	22	4.0	13	15.3
Government	257	9.3	185	8.7	59	10.8	13	15.3
Wholesale	93	3.4	80	3.8	13	2.4	0	0
Service	290	10.5	255	12.0	35	6.4	0	0
Manufacturing	519	18.9	255	12.0	215	39.4	49	57.6
Retail	457	16.6	442	20.8	13	2.4	2	2.4
Prof. Services	152	5.5	131	6.2	13	2.4	8	9.4
Entertainment	143	5.2	135	6.3	8	1.5	0	0
Total	2,753	100.0	2,123	77.1	545	19.8	85	3.1

mines (583) than the total of all West Frankfort residents commuting to other places for all types of work (545).

In addition to mining only retailing and manufacturing draw large numbers of out-of-towners. In the following industries more workers commute to West Frankfort than leave it: transport and utilities, wholesale trade, retail trade, professional services, and entertainment.

Commuting From West Frankfort

Percentagewise, mining is important in the out-commuting of West Frankfort residents to other areas. Over 30 per cent of all outgoing commuters are employed in mining. But in total numbers (167) they are less than one-third as many as commute to West Frankfort mines.

Manufacturing is most significant in the commuting of workers from West Frankfort to nearby areas. Two and one-half times as many West Frankfort residents (215) commute out of the city to manufacturing jobs as are employed in manufacturing in the city (80). If residents of West Frankfort working in manufacturing plants in St. Louis and Chicago are added, the outside manufacturing employment of West Frankfort residents would be almost three times that in West Frankfort.

Figure 1 (map, p. 7) shows that almost all of the workers from West Frankfort who commute to other areas travel to a job less than 20 miles from home. However, there is no one employment center that accounts for the predominant proportion of commuters.

The greatest number of West Frankfort commuters travel to jobs in Herrin. The Norge plant and Allen Industries together employ 133 commuters which is 24.4 per cent of all workers from West Frankfort. The manufacturing plants at Ordill employ 15.2 per cent of all West Frankfort commuters. The mine at Waltonville is next with 10.5 per cent, while Benton employs 9.0 per cent. Other important

places of employment are Marion (6.4 per cent), Buckner (4.4 per cent), Pittsburg (4.2 per cent), Zeigler (4.0 per cent), Johnston City, Harrisburg, and Stiritz each with about two per cent.

TABLE 4
COMMUTING BETWEEN WEST FRANKFORT AND
NEARBY COMMUNITIES

ECONOMIC ACTIVITY	COMMUTING TO WEST FRANKFORT		COMMUTING FROM WEST FRANKFORT	
	Number	Per cent	Number	Per cent
Mining	583	64.3	167	30.6
Transport	38	4.2	22	4.0
Government	30	3.3	59	10.8
Wholesale	27	3.0	13	2.4
Service	32	3.5	13	2.4
Manufacturing	80	8.8	215	39.4
Retail	82	9.1	13	2.4
Prof. Services	24	2.6	13	2.4
Entertainment	10	1.1	8	1.5
Total	906	100.0	545	100.0

Changes In Employment Structure

A striking change in the employment of West Frankfort residents in the last five years is revealed in Table 5. This table compares the employment of West Frankfort residents as shown in the 1950 U.S. Census with the employment in 1955 obtained from the present survey.

Of first importance is the 26.4 per cent drop in employed population, from 3,741 in 1950 to 2,753 in 1955.

Table 5 also reveals a marked shift in the employment structure. Mining dropped in importance from employing 40.8 per cent of West Frankfort workers to 22.7 per cent—a drop of 901 persons.

Four other categories showed employment drops; they are retail trade, professional service, service and transportation, and entertainment. In all, 397 jobs were lost from these industries.

Only manufacturing showed an important employment gain from 225 in 1950 to 519 in 1955. However, it should be remembered that most of this gain was from workers commuting to jobs outside West Frankfort.

Employment In Greater Detail

As in the past, mining is still West Frankfort's reason for being. The city's two mines—Orient No. 2 and Old Ben No. 5—account for 34 per cent of all jobs available in the city. Also mining, whether in these mines or in nearby mines, employs almost 23 per cent of West Frankfort residents.

Although mining has been highly important in building West Frankfort, its importance has declined with the passing of time. Even between 1954 and 1955 mine jobs dropped from 1,929 to 1,036. Only two of the four mines working in January, 1954, were still operating in the fall of 1955.

The 1950 census shows that 39.4 per cent of all employed residents of West Frankfort were employed in mining, while in 1955 the percentage had dropped to 22.7 per cent.

TABLE 5
EMPLOYMENT OF WEST FRANKFORT RESIDENTS
1950 AND 1955

ECONOMIC ACTIVITY	NUMBER OF WORKERS		PER CENT OF TOTAL	
	1950	1955	1950	1955
Mining	1,526	625	40.8	22.7
Transport	244	217	6.5	7.9
Government	254	257	6.8	9.3
Wholesale	81	93	2.2	3.4
Services	365	290	9.7	10.5
Manufacturing	225	519	6.0	18.9
Retail	638	457	17.0	16.6
Prof. Services	254	152	6.8	5.5
Entertainment	155	143	4.2	5.2
Total	3,742*	2,753	100.0	100.0

*1950 U.S. Census figures of 3,877 less 75 persons whose employment status was unknown and 60 employed in private households.

Although 1,036 jobs are furnished by West Frankfort mines, over half (584) of the people occupying these jobs are out-of-towners. On the other hand, 167 miners from West Frankfort journey to mines in other communities. Fifty-seven of these travel to Waltonville over 25 miles away.

In the long run perhaps the mining situation in West Frankfort will improve. Coal production over

the country is on the rise and the forecasts are for a continued expansion of output. These estimates are based in part on the negative view that the bottom of the coal market has been reached in the servicing of railroads and homes. But the optimism largely rests on the tremendous present and future expansion of the electric power industry. Water power cannot be expanded rapidly enough to meet the fuel needs of electricity, oil and natural gas are too expensive, and atomic power is not perfected. Thus, coal must be the fuel to produce this electricity.

Expansion in the coal industry does not necessarily mean increased coal activity in West Frankfort. But the good quality Franklin County coal is now likely to be forgotten.

However, West Frankfort has seen the disadvantage of dependence on one industry such as coal mining. Rise comes with the prosperity of the industry, but fall occurs with its depression. A town so dependent is affected by technological advances whether within the industry (such as mechanization of mining) or outside of it (such as the development of oil and natural gas). Automation could hit coal in the future or atomic energy or sun power.

A slight addition to the mining situation in West Frankfort in 1955 was the presence of one oil drilling firm. Employment by this company was only 52 persons, but a "strike" would change the situation overnight.

Manufacturing

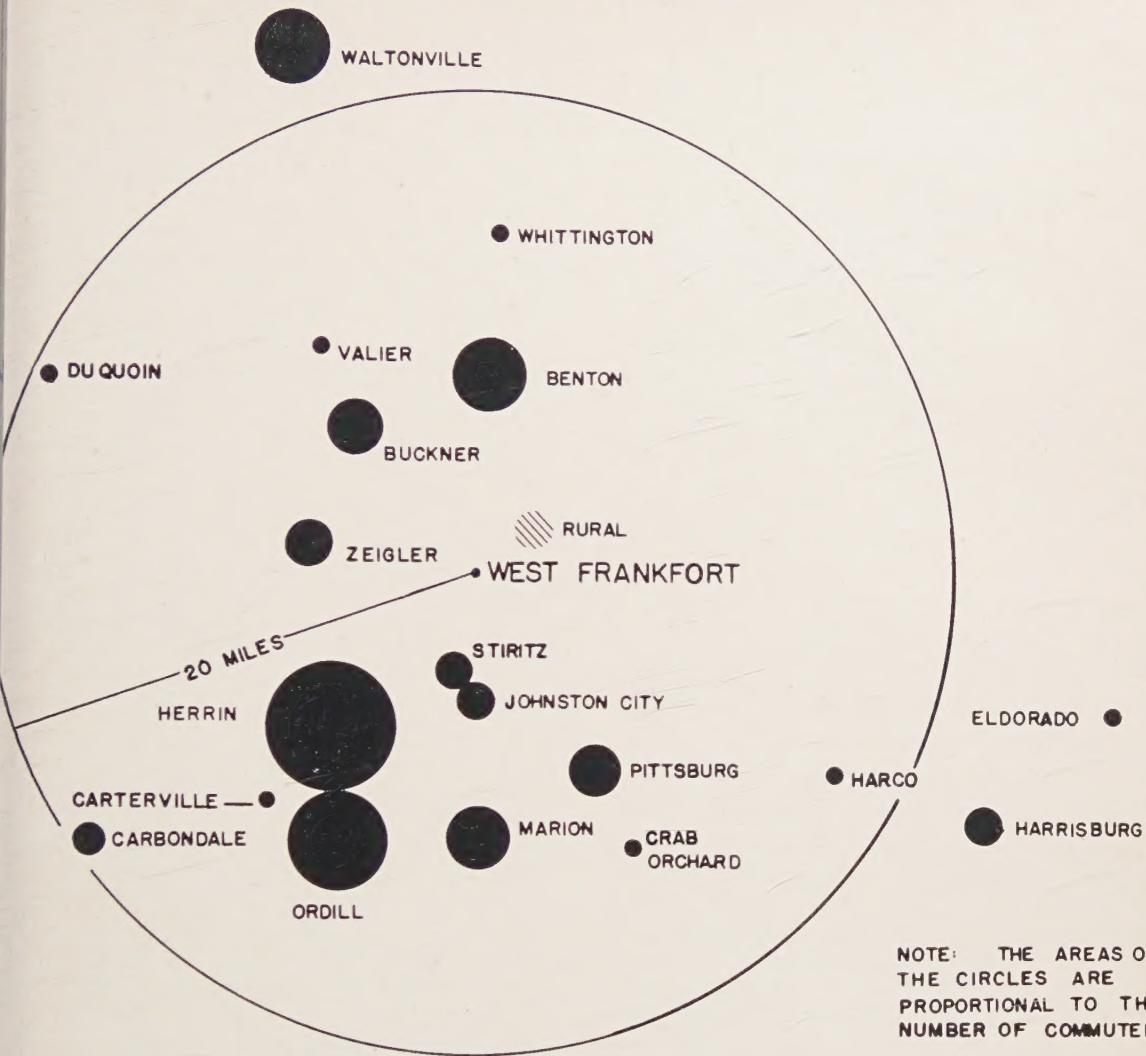
Manufacturing in West Frankfort accounted for only 11.1 per cent of the jobs in the city in 1955. However, 18.9 per cent of all employed West Frankfort residents worked in manufacturing. Thus, whether or not manufacturing is important in West Frankfort, the people of the city have employment in manufacturing even if they must commute to nearby cities, or even work in far-away centers like Chicago and St. Louis.

Actually, manufacturing in West Frankfort has never been very important. The 1938 U.S. Census of Manufactures gave 9 manufacturing establishments in West Frankfort with 98 employees.

The present survey shows that manufacturing had increased in West Frankfort by 1955. It notes 18 manufacturing plants with 335 employees in the city. However, this survey includes as manufacturing several activities not so classified by the Census of Manufactures—particularly local bakeries and machine and repair shops. If these are removed from the manufacturing category to give comparability with the 1947 Census of Manufactures, West Frankfort in 1955 had 12 manufacturing establishments employing 318 workers. The number of manufacturing workers employed in West Frankfort in 1955 was thus over three times the 1947 figure. Still the total numbers are small to support a city the size of West Frankfort.

Only six of these twelve manufacturing establishments—Streamline Garment, Table Pride Bakery,

OUT-COMMUTING FROM WEST FRANKFORT
 (EMPLOYMENT OF WEST FRANKFORT RESIDENTS IN NEARBY COMMUNITIES)



ily American, Mize-o-matic, Odum Concrete, and George Sawmill—employed over 10 persons in 1955. These six combined accounted for 85 per cent of manufacturing employment in West Frankfort. One of these—Streamline Garment—accounted for 180 workers or 57 per cent of all manufacturing employees in the city.

With one exception—the West Frankfort Machine Tool—all other manufacturers than the big six are small local service manufacturers producing goods for use in the local area or at most in the Southern Illinois area. These are important units in the local economy but must be considered on the same par with local clothing stores or laundries.

Four of the Big Six of West Frankfort manufacturing are also of this sort. The Table Pride Bakery, Daily American, the Odum Concrete, and the George Sawmill are firms marketing their products largely in Southern Illinois. They are important parts

of the West Frankfort community and play a part in servicing Southern Illinois, but while they can grow as Southern Illinois grows they must depend on the growth of the Southern Illinois economy rather than take the leadership in such growth.

Only three manufacturing firms in West Frankfort fit into the national manufacturing market. They are typical of industries that have added a new element to the growth of Southern Illinois. Most important of these is the Streamline Garment factory that employs over half of the workers in West Frankfort. It sells wash dresses all over the country. Mize-o-matic employing 16 workers makes tire mounting equipment for toys and markets its products to toy manufacturers over the country. The West Frankfort Machine Tool Company makes dies, tools, and special machinery. A large share of its sales are in Southern Illinois, but it also produces equipment for use outside of the area in Chicago.

Even the Streamline Garment factory does not offer a firm base to the economy of West Frankfort. It is in a very competitive industry and its output reflects that competition. As a result employment fluctuates. Where at full employment 180 workers are engaged, occasional production cut-backs drop the labor force to 80. Something similar to short week mining operations is thus the effect. Further, its employees are largely women rather than men, and its wage scales are fairly low.

Although West Frankfort manufacturers employed 335 workers in 1955, over half of these workers were women (193). Thus, manufacturing in West Frankfort did little to take up the slack of mine unemployment.

Further, only 76% of employees in West Frankfort manufacturing plants were from the city itself. Almost a quarter of all employees came from other communities. Out-of-towners were especially evident in the larger industries. Forty-five of the 180 workers at Streamline Garment, 10 of 23 at Page Sawmill, 5 of 27 at Table Pride, 5 of 16 at the Daily American, and 5 of 17 at Mize-o-matic were out-of-towners.

Almost as many West Frankfort residents commute to manufacturing jobs in other towns as work in manufacturing plants in the city. The survey showed 255 West Frankfort residents working in manufacturing jobs in the city, 215 commuting to manufacturing jobs in other nearby towns, and 49 working in manufacturing too far away for daily commuting. As was described earlier 39.4 per cent of all West Frankfort commuters to nearby jobs find employment in manufacturing and 57.6 per cent of all residents in far away jobs are in manufacturing.

In contrast to manufacturing employment in West Frankfort where only 43 per cent of the jobs were held by men, 60 per cent of commuters from West Frankfort to nearby manufacturing jobs are men.

Most West Frankfort commuters to manufacturing jobs work in the large plants in Herrin and Ordill. Seventy-nine work at Norge in Herrin, 54 are employed at Sangamo, 27 work at Allen, 23 work at Universal Match.

Manufacturing seems to be the best hope for expansion of employment opportunities in West Frankfort. However, the city itself has not been able to attract large industry up to now. Through aggressive selling of the community a "sale" may be made to some large manufacturer. But the experience of West Frankfort indicates that the city can benefit by "selling" Southern Illinois as well as by "selling" itself. The large number of commuters into and out of West Frankfort is the basis for this statement. In present times of auto commuting, a plant need not be within the city limits for it to benefit. It is possible to have separate industrial areas such as Ordill. The city can then have the benefit of manufacturing employment without the headaches

of smoke, congestion, and unsightliness that often go along with manufacturing.

Such large manufacturing establishments as might locate in Ordill would likely encourage smaller manufacturers to expand. West Frankfort already has evidences of this in its regional plants such as Page Sawmill, Table Pride Bakery, Odum Concrete and West Frankfort Machine Tool. Page Sawmill rises or falls with the mining industry, since its markets mine timber. Odum's business depends on building activity in the area. Increased manufacturing in Ordill would bring direct need for building materials there and indirect need in increasing residential building. Table Pride would benefit from a stronger economy in Southern Illinois whether the new activity was in West Frankfort or not. Best example of the kind of tie to large industry at Ordill is the West Frankfort Machine Tool Company. This firm is already doing contract work for Sangamo. The location of other similar firms would encourage further needs for the jigs, dies, and machines that the West Frankfort Machine Tool Company produces.

Large national firms do a great deal of subcontracting to small companies. It is reasonable to believe that other small subcontract manufacturers would be attracted to Southern Illinois by the large company's location. West Frankfort could expect to be the site for some firms such as these.

Transportation and Utilities

This category reveals both the relationship to mining and the regional center aspect. Transportation has been closely tied to mining. This is particularly true of the railroad employment. With the decline of mining, the need for railroad workers has slacked off. The three railroads and the railroad express agency offered only 36 jobs, or slightly more than 1 per cent of the employment in West Frankfort in 1955.

In general, trucking has been associated with the rise and fall of coal. West Frankfort has four local trucking firms employing a total of fourteen men. These firms handle coal, do moving and delivery and handle heavy equipment.

In contrast to the local trucking interests West Frankfort is the home terminal of Bonfield Truck Lines, an important regional trucking company. Bonfield is one of the leading employers in town, engaging 91 workers (almost three times the employees of all of the railroad companies combined). Only one manufacturing company—Streamline Garment—is more important than Bonfield as an employer and the trucking firm employs almost as many workers as the remaining five of the big six manufacturers of the city combined. Bonfield is an example of the importance of enterprises other than manufacturing plants in building a community. As is true in the West Frankfort manufacturing plants Bonfield attracts workers from outside of the city.

(Continued on page 14)

SERVICE ROLL OF IPAC IMPORTANT PART OF PROGRAM

By Lando Howard

The public assistance programs of Illinois are defined in the Public Assistance Code of Illinois.

The opening words of this law are most significant because they are expressive of the American philosophy regarding the alleviation of need. These words merit careful study and deliberation.

"PUBLIC RESPONSIBILITY—AIMS IN PROVIDING ASSISTANCE"

"Assistance and services for persons, who are unable to provide themselves with a minimum standard of living compatible with decency and health is hereby declared to be a special matter of public concern and a necessity in promoting the public health and welfare. The principal aim in providing assistance and services shall be to aid those persons, who can be so helped to become self-supporting, . . ."

"The maintenance of the family unit shall be a principal consideration in the administration of this Code, and all public assistance policies shall be formulated and administered with the purpose of strengthening the family unit." *

The Illinois Public Aid Commission is named in the Code as the agency to administer the programs. The Commission is a bipartisan group of seven Illinois citizens, appointed by the governor and confirmed by the Senate. The Code states that no more than four of them shall be from the same political party. They serve without pay. With the Director of Finance, the State Treasurer, and the Auditor of Public Accounts, who are ex-officio members, the Commission directs the activities of the salaried staff.

In reviewing the quote from the Public Assistance Code it is noted that something more than assistance is to be given. Goods and services are to be provided and persons are to be helped to become self-supporting. In other words, an assistance grant merely to relieve financial need is not the only function of the program.

The Commission enlists the co-operation of many citizens, who serve without pay, to render services over and above mere financial assistance.

Advisory Committees

The medical profession provides a committee of medical experts to advise the Commission and recommend fee schedules in an amount designed to afford adequate medical care for needy persons at minimum cost. In turn, the county medical society appoints a County Medical Advisory Committee to advise each County Department of Welfare of

The Public Assistance Code of Illinois, Sec. 1-1; italics added by writer.

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medical needs and services for indigent persons of the county. The dentists co-operate much in the same manner as the medical profession.

The Illinois Druggists' Association appoints a statewide committee to meet with the Commission about the cost and scope of a suitable drug program. Local druggists are appointed by the State Drug Committee as advisors to the County Department of Welfare.

A committee of hospital administrators advise the commission on minimum cost of hospitalization and policy regulating hospital service and care.

The Township Supervisors and County Commissioners appoint a committee that counsels the Commission on policies governing the General Assistance program—a program only indirectly supervised by the Commission under certain circumstances.

The Legislative Advisory Committee composed of State Senators and Representatives meets with the Commission in order to be informed of needed constructive changes in Welfare Legislation.

All of these persons serve without pay.

Welfare Services

There is also a Welfare Services Committee for each county of the state. These committees are comprised of persons whose status in the community provide a representative cross-section of community interests. The committees are bipartisan in composition. Eight of the members are appointed by the Commission from nominations submitted by the chairman of the board. The State's Attorney and County Advisory Board members are ex officio members of the Welfare Services Committee.

The accomplishments of Welfare Services Committees have been outstanding. The Committees meet with the county department staff to consult and advise on the administration of the public assistance program. They bring to staff members community reaction and, in turn, interpret the program to the community. Committee members offer invaluable advice to the staff in discretionary matters of administration. These people have exerted a great influence on existing public assistance legislation and agency policy.

In numerous counties these groups have been largely responsible for the establishment of licensed county nursing homes—a much needed service that will become more important as our population grows older. On a voluntary basis, they have instituted visiting service to bedfast persons receiving or not receiving public assistance and shopping service for the blind and "shut-ins." They have acted as a volunteer employment agency in finding jobs so needy persons can become self-supporting. All of these services are given by very busy people, free of charge.

In Southern Illinois we have been economically less fortunate than other parts of the state and nation. In response to a request from the Commission in the summer of 1955, local Welfare Services

Committee members gave unstintingly of their time to help the general problem of unemployment in the area. In many instances they traveled to meeting places after their busy work day to deliberate pressing problems. Through the co-operation of staff members of county departments, Southern Illinois Incorporated, Southern Illinois University, labor organizations, fraternal and social organizations, educators, professional men and women, and business men, numerous plans and recommendations concerning the unemployment problem were made to the Commission. Many of the recommendations, designed to increase job opportunities and assist people to become self-supporting, have been endorsed by the Commission.

Recommendations Made

Some of the recommendations submitted to the Commission are as follows:

1. A member of each Welfare Services Committee in the region should be appointed as a member of a regional committee to work with other organizations and industry to promote more industry in Southern Illinois.

2. The Federal Government should be encouraged to build its proposed new penitentiary in Southern Illinois.

3. There should be encouragement of industrial development to utilize the lumber resources of Southern Illinois and make them available to furniture factories and manufacturers of radio and TV cabinets, etc.

4. More lakes are needed for an adequate water supply for industrial development and private use.

5. Inland waterways should be extended to serve as transportation outlets to both the Ohio and Mississippi Rivers.

6. There should be governmental and private development of the excellent recreational facilities in the region. This should include stocking existing fishing waters; erecting additional motel accommodations; providing bait and boat docks; and building adequate roads to the existing areas.

7. Encourage development of Mississippi Parkway Systems. This route is to follow the Mississippi River from its source to the Gulf. It would be an important project, not only for the employment it would offer while under construction, but because of the tourist trade that would flow in and out of the Southern Illinois area upon completion.

8. Southern Illinois University should be encouraged to continue development of the Vocational-Technical Institute. Consideration should be given by the Illinois Public Aid Commission to allow tuition for these courses as an item in the public assistance budget in certain selected cases.

9. Attention should be directed to an adequate financial appropriation for needed and continuous work in the Shawnee National Forest.

In recognition of these recommendations, the Illinois Public Aid Commission

(a) has appraised the appropriate officials of a suitable building site for the Federal Penitentiary in Southern Illinois;

(b) has, in recognition of the need for industry, long been a member of Southern Illinois Incorporated and endorses its objective of obtaining suitable industry for the area;

(c) has offered testimony at the hearing on canalization of the Big Muddy Canal and endorsed its completion;

(d) has been represented at many of the meetings of the Mississippi Parkway Commission and has endorsed this project;

(e) is working with a committee of nine Welfare Services Committee Chairmen, foresters, and members of Congress to obtain an appropriation suitable to the needs of the Shawnee National Forest;

(f) is working with Southern Illinois University in establishing suitable retraining courses, and

(g) has worked with and is continuing to work with the County Boards of Commissioners, and the Township Supervisors concerning the administration of General Assistance and has received excellent co-operation and advice from these local officials.

It would be prohibitive in cost if the State of Illinois had to pay for the advice and time so liberally given by the Commission members, professional men and women, and all committee members. Therefore, it is important to acknowledge that the program as it is found today could not function properly without these people and the services they help provide for our less fortunate citizens.

Truly then, it can be said that the public assistance program of Illinois is one of service. Much of such service is rendered without cost to the taxpayer—a fact that is not often realized by the general public.

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The Mexican-American Hat Company has discontinued its manufacturing operations at Breese. Production has been declining at the plant for several years and only 36 persons were on the payroll when the decision to close the plant was announced late in April. Glen E. Holmes, vice-president of the firm, said there had been a considerable drop in the demand for the wide-brim straws hats manufactured by the company.

CORRECTION

In the last issue of the BUSINESS BULLETIN, an article on "Depressed Area Hearings" incorrectly quoted a hearing witness as saying the number of fruit trees in Union County have dropped from 5,228 to 3,312 in the past five years. The figures represent the drop in acreage rather than the number of trees.

RETAIL SHOPPING HABITS IN THREE SOUTHERN ILLINOIS COMMUNITIES

by Harry L. Gracey and Richard A. Kellaway

The survey discussed in the following article was made for the Department of Community Development to be used in connection with that Department's program of aiding individual communities. The BUSINESS BULLETIN believes it will be of interest to its readers even though no claim is made that the proportions and numbers developed here would apply to all cities and towns.

The economic health of a small community is in large measure dependent upon effective local retail merchandising.

With today's convenient means of transportation, it is an easy matter for the resident of one community to travel to a nearby community or to a large city to do his shopping, or to shop by mail. A major problem, then, presents itself to the small-town merchant. How can he hold the local shopping dollar at home?

Before attempting to deal with this problem it is necessary to have an understanding of certain basic aspects of consumer buying habit patterns. It is important to know just how much shopping the consumer does in communities other than his own and by mail order, why he does so and what he thinks can be done to improve the local stores and shopping center. Knowing this it is then possible to indicate some things the local merchant can do to get the consumer to shop more in his own town.

As one aspect of local community development programs of SIU's Department of Community Development surveys of retail shopping habits have been conducted in three Southern Illinois towns and their surrounding rural areas. This report summarizes findings of these surveys and presents some interpretations as to what they may mean to local merchants.

Town A is the smallest of the three, having a population of about 1100 people and about the same number in the surrounding rural area. It is mainly a rural, agricultural community; there are only two manufacturing enterprises. The nearest larger town, five miles away, can be quickly reached over a state highway. There is a town of 10,900 people fifteen miles away on the same highway. The average yearly per capita income in Town A is \$2400.

Town B is next in size with a population of about 800 and about 400 in the surrounding rural area. It is situated twenty miles from the nearest larger town and about fifty miles from the large metropolitan area of St. Louis. This town has several flourishing industries, and its farm population, though

The authors, seniors at Antioch College, Ohio, worked with Southern Illinois University's department of community development to gain the work experience required of all Antioch students. Gracey lives in Philadelphia, Kellaway in Boston.

smaller than that of Town A, is relatively more prosperous. Here the average yearly per capita income is approximately \$3600.

Town C, the largest of the three, has a population of about 4500 in town and about 2000 in the rural area. There are other towns of comparable size near Town C, but the large city is more than 100 miles away. Along with a number of local industries, and the large rural population, this town is surrounded by a number of producing oil wells. The average yearly per capita income is approximately \$3600.

Out-of-Town Buying

The following tables and comments give a summary of the retail shopping information gathered in each of the three towns.

TABLE I
OCCASIONAL OUT-OF-TOWN SHOPPERS
BY TOWN AND RURAL RESIDENCE*

Locale	Town A	Town B	Town C
In Town	100	81	51
Rural	100	73	70
Total	100	79	55

*In percentage of total interviewees

The size of the local community and the size and accessibility of larger towns seem to be important determinants of the retail shopping behavior of local residents. In Town A, for example, certain basic commodities such as clothes are unavailable, and the residents have no choice but to go out of town to obtain them. A town five miles away is convenient enough for frequent shopping trips. The people of Town A shop out of town approximately once every two weeks but seldom spend more than \$10 on a single shopping trip.

Town B is near the St. Louis area and another larger town. Residents who shop out of town make about ten shopping trips a year but spend between \$50 and \$75 on a single trip.

Town C is in an area where there are a number of towns of comparable size and character. More out of town shopping is done in St. Louis, over 100 miles away, than in either of the two neighboring communities. The people in Town C make an average of fourteen or fifteen shopping trips a year to other towns and spend between \$50 and \$75 on each trip. Rural people in the area around this community are more mobile than the townspeople, shopping in other towns more than twenty times a year.

It is interesting that in two of the towns the same percentage of rural and in-town residents did some mail order shopping. Only in Town B did more rural than town people shop by mail order.

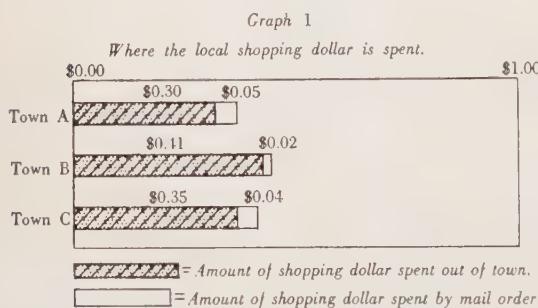
There is a mail order office in Town C and a greater per cent of both town and rural residents shop by mail order than do people in either of the

other towns. The people in and around Town C send out an average of five mail orders a year, while in Town A the average is four times a year and in Town B three times a year.

TABLE 2
MAIL ORDER SHOPPERS BY TOWN
AND RURAL RESIDENCE*

Locale	Town A	Town B	Town C
In town	53	47	64
Rural	53	60	64
Total	53	49	64

*In percentages of total interviewees.



Though these figures are only approximate and may very as much as fifty per cent by individuals, they do give some idea of the average amount of money which is spent out of town and by mail order for retail consumer goods. It should be noted that a large proportion of the consumer's shopping dollar is spent for food and the survey showed that almost all food was purchased in the local community (seven per cent of the people interviewed said they bought food out of town or by mail order). The figures in this graph represent, for the most part, the amount of money spent for the items listed in Table 3.

Each person contacted on the survey was asked where he purchased each of twenty kinds of retail consumer goods. From that list the commodities most often bought out of town or by mail order are presented in Table 3. The figures in the table represent the percent of people who said that they bought at least some items of those commodities out of town or by mail order.

"Household articles" refers to such commodities as dishes, pots and pans, waste baskets, light bulbs, garbage cans, and other such small but essential items for the home.

It might be well to note here that with the exception of food, this table includes most of the necessities of modern life—clothes, shoes, appliances, furniture, dry goods, household articles, automobiles—and a few of the frills—gifts and toys.

TABLE 3
PERSONS BUYING SOME COMMODITIES OUT-OF-TOWN
BY MAIL ORDER, BY TOWN AND COMMUNITY

COMMODITY	TOWN A		TOWN B		TOWN C	
	Out of Town	Mail Order	Out of Town	Mail Order	Out of Town	Mail Order
Clothes	91	32	66	34	33	36
Shoes	91	15	60	8	19	6
Appliances	51	8	9	3	13	9
Furniture	48	8	25	3	24	11
Dry Goods	41	19	32	14	9	20
Household Articles	36	11	21	8	6	11
Gifts	38	5	31	3	12	16
Automobiles	18	0	40	0	30	0
Toys	9	17	19	9	6	15

Why Do People Shop Away?

The most frequently mentioned reason was that the commodities they wanted were unavailable in the local community. This comment was made mostly in regard to clothes and shoes. Town A, for example, has no store carrying shoes or women's or children's clothes. Clothing for teen-agers is, for the most part, unavailable in all three towns. In the towns which do have shoe stores, the range of sizes is very limited, so that many women are forced to buy their shoes elsewhere.

Even when commodities are available in town, consumers often feel that the selection is inadequate. They are therefore drawn to towns where there are more and larger stores with a greater variety of merchandise. This factor of selection may also have some influence on the volume of mail order buying.

The expectation of lower prices and bargain sales in the stores of the larger town tends to draw some shoppers away from the local community. Most of these people are of lower economic means and they must, of necessity, shop where they can get the best price. These people complain that there are too few bargains and sales in their local stores.

On the other hand, people of high economic means tend to shop out of town because fine quality merchandise, particularly in the clothing, shoe, dry goods, furniture and gift lines, is difficult to obtain locally. These people do a great deal of shopping in St. Louis and other larger cities.

Finally, there is the fact that many people simply enjoy the idea of taking a trip. They travel to other towns and to St. Louis for recreation and a change of scenery and often do some shopping while there.

Suggestions for Improvements

Each person interviewed on the survey was asked what improvements he thought should be made in the stores and shopping district in his town. The improvements which more than forty per cent of the

people thought should be made are listed in Table

TABLE 4

SUGGESTED IMPROVEMENTS BY PERCENTAGE OF INTERVIEWEES

Improvements	Percentage of Interviewees
New store fronts	82
Modernization of stores	66
Better window displays	55
Greater variety of Goods	55
Better inside displays	44
Shopping District Improvements:	
Better parking facilities	43
Cleaner streets and sidewalks	42
Public rest rooms	75

This table indicates that a rather large proportion of the people interviewed were concerned with the physical appearance of the local stores and shopping district. In order to get an indication of just what this concern might mean in terms of where people will shop, each respondent was asked if the appearance of the shopping district made any difference to him when he went shopping. Of the total number of people interviewed, 82 percent answered this question in the affirmative.

Two comments received from respondents vividly illustrate this point. One said, "The stores in this town have room for vast improvements. If they had good merchandise, modern stores, and attractive displays, they would get some business." The other stated, "If the building doesn't look attractive to me from the outside, I probably won't go in. By making their stores attractive, I'd feel that the merchants have good taste and would have good quality merchandise and good displays."

It is necessary here, of course, to make a distinction between the long time resident of a town or the farmer who has lived in the area for a number of years, and the relative newcomer. Older residents usually know the merchants and sales people personally and probably shop in the same stores they have shopped in for years, with little thought to their physical appearance. The newcomer, however, has few criteria other than physical appearance to guide him in his first few shopping trips. If he does not like the looks of the stores in the local town, he can easily go to another town. Since many of these newcomers are relatively high income people brought in by new industries, such as oil, it is important to the local retailer to try to keep this new money in the community.

The only non-physical improvement mentioned by more than forty per cent of the persons interviewed was the need for a greater variety of mer-

chandise. Conveniences, such as adequate parking facilities and public toilets, are important to the shopper and their absence may have some effect on the local retail sales.

Keeping Trade at Home

It is evident from the report that the physical appearance of local stores has an effect on shopping habits. Any improvements in store fronts, inside modernization, and window and floor displays should attract more people to a store. In some communities merchants have joined together in a program of "Main Street Modernization" to install new store fronts and give the whole shopping district a unified attractiveness.

A major reason for mail order buying is its convenience. People often prefer ordering through the mail or calling the local catalog office to driving to the shopping district, searching for a place to park, and entering old-fashioned, drab stores only to be disappointed by the frequent unavailability of desired items.

Although it is difficult for local merchants to provide a very large selection of merchandise in areas with a relatively limited sales potential, it is vital that shoppers not be forced to shop elsewhere for basic commodities. Residents of Town A, unable to purchase shoes and women's and children's clothing locally, also tended to buy many other items on their frequent shopping trips to other towns.

Smaller sales volume also makes it difficult for local merchants to compete with larger firms on prices. In many communities merchants have attempted to counter this price differential by joining together to sponsor "Dollar Days" or "Appreciation Days." Bargain sales tend to be more effective when every store in town is offering at least a few items at bargain prices; a bargain sale in a single store would be unlikely to deter an out-of-town shopping trip.

The small town merchant can best compete with larger firms on the basis of service rendered the customer. Nearly everyone interviewed discussed the friendliness and helpfulness of local merchants and sales people. They like to feel welcome and receive prompt attention, but they don't want to feel they will be obligated to buy if they once enter the store. When merchants and sales people convey this feeling, shoppers often don't return. A willingness on the part of a merchant to exchange or take back merchandise and an eagerness to order out of stock or special items are important means of creating good will. Promoting good will with the customer is one of the most important means of encouraging people to shop at home.

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A municipal airport will be opened at Flora August 1. On the same site is a new restaurant, sleeping accommodations for truckers, and facilities for servicing transport trucks. The entire installation cost \$250,000.

WEST FRANKFORT—(cont'd from p. 8)

Twenty-eight of the 91 employees are from outside West Frankfort.

Most of the public utility companies have only small work forces in West Frankfort. Illinois Gas and Electric, Central Illinois Public Service, and Western Union together employ only eleven workers. But the General Telephone Company has a large office in West Frankfort. Total employment in 1955 was forty-nine persons, forty-four of them from the city itself. However, employment was almost entirely women (forty-two in all).

Retail

West Frankfort advertizes itself as "The Shopping Center of Southern Illinois." Other communities may challenge this statement but retailing is second only to mining as far as employment in the city is concerned. The total number of jobs in retailing is almost exactly half of the total in mining.

Retailing in West Frankfort consists almost entirely of small firms employing less than ten persons. Over 30 per cent of all of the establishments in town are retail stores. There are 130 in all, and they cover a wide range of consumer products. However, only eight of these firms employ ten or more persons. The A & P store had twenty employees, the Fashion Shop sixteen, Newberry's fifteen, Kroger's fourteen, Coleman Chevrolet twelve, Tomlinson Ford eleven, Illinois Brokerage No. 2 and Carp's Department Store ten each.

Groceries were the most common type of retail store and they employed over 20 per cent of all retail employees. There were 42 groceries in all, but aside from the A & P store, Kroger's, and a few other super marts, most were tiny neighborhood stores operated by the owner and his family. The greater number of these neighborhood stores were small, out-of-date, and apparently marginal operations that barely supported the proprietor.

Other important employers in retail trade were dry goods and department stores with 74 employees; auto dealers with 63; furniture and appliance stores with 56; women's and children's wear shops with 36; drug stores with 27; auto parts dealers with 21; floral shops 18; jewelry stores 12; and shoe stores 11.

When the results of the 1955 survey of retailing are compared with the 1948 Census of Retailing a lack of retail growth is shown. Again adjustment had to be made in the 1955 survey to gain comparability. The present survey classes eating and drinking places as entertainment and gasoline service stations as service. These were included with the 1948 retail census, and so 1955 totals in these categories have been added to the retail total. The 1948 census listed 257 retail firms as compared with 173 in the 1955 survey. This is a loss of 84 establishments. However, the 1955 survey showed slightly more employees in retailing than in 1948. The 1955 figure was 678 as compared to 660 in 1948, a gain of 18 employees.

West Frankfort may be able to boost retail sales somewhat by promotional activities. By such activity it can draw customers from Benton, Marion, or other Southern Illinois communities. But the gains from such efforts will be limited and subject to the competitive action of the other communities. In large part retail activity depends on the state of the economic health of West Frankfort itself and of the small towns and rural areas within ten miles of the city. Since most of this area has been tied to coal, the entire market area of West Frankfort retailers has been depressed in the last few years.

This again points up the value of any activity that would benefit the general area around West Frankfort. Industrial activity or a mining revival anywhere nearby will likely be reflected in West Frankfort's retail sales.

Wholesale

As one of the largest communities in Southern Illinois, West Frankfort carries on a wholesale function servicing the surrounding area.

In 1955 there were 26 wholesalers employing 107 persons. This compares with the 1948 Business Census total of 23 firms and 99 employees. Wholesaling seems to be a very stable part of the West Frankfort economy.

All West Frankfort wholesalers were small enterprises from the employment standpoint. Only one of them employed over 10 persons. This was the Paul Tick Liquor Company with 11 employees.

Most were petroleum product bulk outlets or milk and beverage distributors. There were five oil products distributors, two beer dealers, four milk companies, and four soft drink wholesalers. Five small grocery wholesalers carried on a limited business.

West Frankfort had no large warehouse outlet servicing Southern Illinois. This sort of business would offer advantages comparable to a manufacturing plant in offering employment.

Professional Services

Most of these establishments are small, servicing the people of West Frankfort and its immediate area. However, two establishments—the Bank of West Frankfort and the United Mine Workers hospital—employ more than 10 workers.

West Frankfort has no large concentration of physicians or dentists or lawyers and real-estate firms. There are a large number of churches, but most have only one or two employees.

One distinctive aspect of professional service in West Frankfort is the location of three union offices in the city. These locals are important well beyond the immediate community. For example, the International Brotherhood of Electrical Workers Union has jurisdiction over Southern Illinois and Indiana.

Service

survey electric shops, heating and plumbing and Service is very closely related to retailing. In the

ilding repair shops, radio and TV service, gas stations and garages, barber and beauty shops, general homes and such are considered service.

As in retailing, service establishments in West Frankfort are numerous but small in size. One hundred and six service establishments were counted in the survey. They account for over 25 per cent of all business establishments in town. Yet services employ only 9.5 per cent of all workers. Pollack Brothers junk yard with eighteen employees is the only service establishment to employ as many as ten workers. Most firms have less than five employees.

With the exception of Pollack Brothers, service establishments serve the city and surrounding trade area rather than offering a unique contribution to the Southern Illinois area. Pollack, which specializes in junked mine equipment, is one of the strongest businesses in the community.

Entertainment

Here again establishments are small and service the local West Frankfort trade area. One hundred and two of the 145 workers in entertainment are employed in eating places or taverns. Only three entertainment establishments employ over 10 persons each.

Government

Although there are government agencies at national, state, and township levels in West Frankfort, 151 of the 215 workers in government are employed by the city. The public schools are the largest employer with 123 employees. Thus the schools rank behind the mines and the Streamline garment factory as the fourth largest employer in West Frankfort. Three other government agencies employ 10 or more persons: the Post Office 27, the Illinois State Employment Service 16, and the U.S. Bureau of Mines 10.

MARKET—(continued from page 2)

\$1.15 to \$3.25 per hundred. The prices of Class I and Grade A milk are closely tied to manufactured milk and butter prices.

In addition, an increasing proportion of our total milk production is going into whole milk consumption which has a higher value use and will reflect a higher national income from dairy products.

Milk production per cow continues to increase. From 1944 to 1955, production per cow increased 10 per cent. From 1949 to 1954 milk cow numbers increased 2 per cent while milk production increased 10 per cent.

Feed prices have been lower than a year ago. This, along with slightly higher milk prices, makes dairy farming a relatively more attractive farm enterprise. This increased relative profitability of the dairy herd is reflected in higher prices for dairy cows than was the case a year ago.

In Southern Illinois we can probably expect during the next year a further shift from cream to

whole milk sales. This should further strengthen the dairy income for the area. In addition, many class C producers likely will shift to class A which will also bolster dairy income.

BUSINESS BRIEFS

Mt. Vernon has organized an Out of Town Workers Club whose members want to promote industry for their home community. At a recent meeting, between 150 and 200 workmen agreed on a three-point program which calls for:

1. No strikes, slowdowns, walkouts or labor trouble during the period a new industry is getting itself established.

2. Set rates of \$1.60 an hour for unskilled labor and \$1.80 an hour for skilled labor for at least a year during which the workers would not organize.

3. Organization of a five-man committee which would work with new industry on classifications of jobs as "skilled" or "unskilled", and would settle differences of opinion among member workers.

The Out of Town Workers also decided that every man going to work for a new industry would be on thirty day probation. If he could not do the job for which he was hired, members of the club would call upon him to leave.

Some \$8.5 million has been spent or earmarked for construction and improvement of public facilities and industrial properties in Effingham since 1950, according to the Effingham Daily News.

Among the new structures are the \$4,350,000 St. Anthony's Hospital, schools, churches and church additions, and a swimming pool.

Other programs already completed or in progress include a new library, purchase of the local water system, improvement of the sewer system, construction of a 4.5 billion gallon lake, and extension of airport facilities. Funds have been allocated by the state for construction of several buildings at the district office of the Illinois Division of Highways, and for erection of a national guard armory.

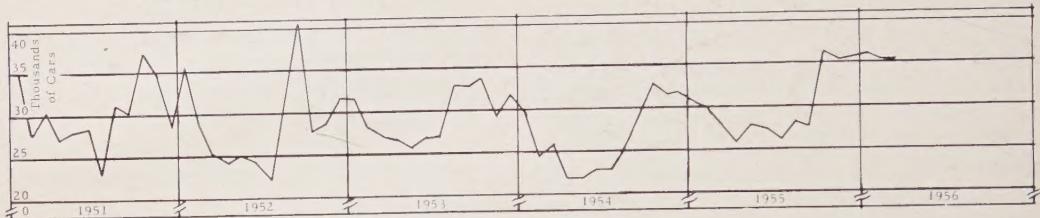
Industries, meanwhile, have spent \$2 million on new construction. The Norge Division of Borg Warner, for example, doubled the size of its plant which employs 1,500.

The first formal meeting of the Shawnee Hills Recreation Association was held in Shawneetown July 10. The six-county organization was formed during a Tourist Industries Workshop at Southern Illinois University early in June to promote tourist travel in southeastern Illinois.

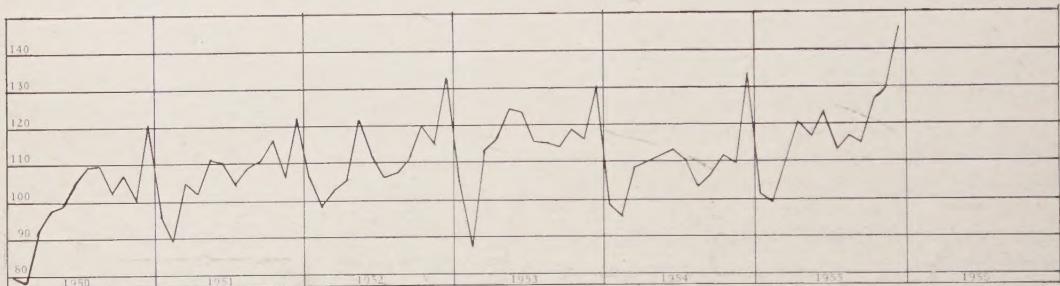
Counties included are: Gallatin, Massac, Pope, Saline, Hardin, and Johnson. The general chairman is George Scherrer, Shawneetown, but each of the counties has created a tourist committee which will attempt to carry out the objectives of the tourist development program on the local level.

ECONOMIC INDICATORS—34 SOUTHERN ILLINOIS COUNTIES

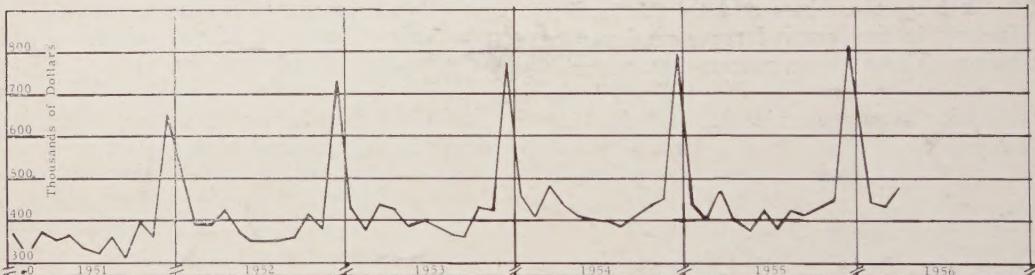
Freight Car Loadings (Six Railroads)



Taxable Retail Sales (Ave. Month, 1950=100)



Postal Receipts (74 Post Offices)



Employment of Firms Covered By Illinois Unemployment Compensation Act (Ave. Month, First Quarter)

